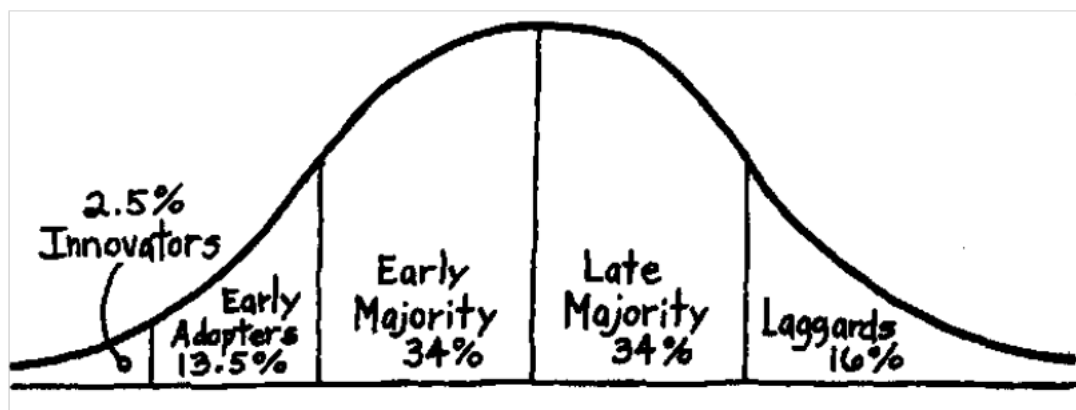


# Start with Why Continue..

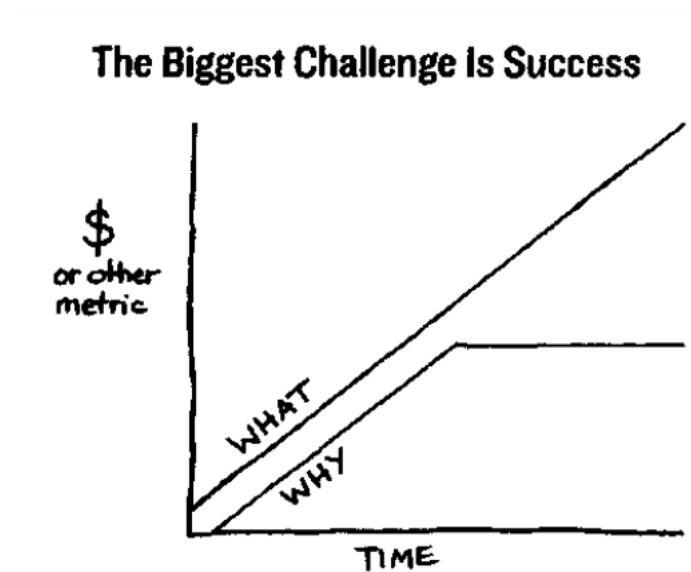
## 1. How tipping points tips?



- a. The Law of Diffusion states that mass-market success occurs only after capturing 15-18% of the market. The early majority, who are practical-minded, won't adopt new products until others have tried them first. To attract this group, businesses often resort to price reductions or added services to lower perceived risk, but this approach manipulates rather than inspires loyalty. True loyalty exists when people choose a product despite inconvenience or better offers elsewhere.
- b. Growing a business by targeting the middle of the market is costly because it relies on average conversion rates, typically around 10%. This limited success rate doesn't generate exponential growth, which only occurs when a product or idea "tips" into mass acceptance. Crossing the gap between early adopters and the early majority, referred to as the "chasm" by Geoffrey Moore, is challenging without a clear sense of purpose.

- c. Influencer marketing often fails long-term because incentives undermine authenticity, eroding trust once people sense self-interest behind endorsements. Genuine movements, like Dr. Martin Luther King's leadership, succeed not through manipulation but by inspiring belief. Dr. King's clarity of purpose empowered others to pursue a shared vision of a better America. People followed him not because of his ideas but because his beliefs aligned with their own desires for change.
- d. The brain's emotional center influences decisions but struggles with language, making it hard to articulate why we act. Therefore, people often offer rational explanations rather than emotionally driven motivations, highlighting the power of shared beliefs in driving action.

## 2. Split Happen:



- a. The excerpt from *Start with Why* by Simon Sinek emphasizes the challenge organizations face as they grow: maintaining clarity of their core purpose ("WHY"). Initially, founders rely on their gut instincts for decision-making, but as the company expands, decisions are often driven by data and rational thinking, diluting the original purpose. Success can lead to a loss of inspiration, with employees focusing on metrics rather than a shared mission, turning jobs into routine work.

- b. The "School Bus Test" metaphor highlights the importance of ensuring a company can thrive without its founder. To sustain long-term success and impact, the founder's core purpose must be embedded into the organization's culture and leadership succession plans.
- c. Sinek uses Microsoft as an example of a company that once inspired change but lost clarity of its WHY, becoming just a software company rather than a force for helping people achieve their potential. The key message is that staying connected to the original mission, not just focusing on results, ensures lasting leadership and inspiration.
- d. The excerpt emphasizes that value is a perception, not a calculation. It's based on feelings rather than measurable factors like price or features. The author's uncle sold tennis rackets identical to name-brand ones, yet the name-brand outsold his due to perceived value tied to branding, not quality. Strong brands create emotional connections by clearly communicating their *WHY*—their core beliefs and purpose. When people connect with a company's *WHY*, they trust it and feel the value, often justifying paying a premium. True success occurs when customers describe value with passionate, emotional words rather than focusing on price, quality, or features.
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